

# SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR STRATEGIC SUPPLY CHAIN DATA COLLECTION

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## ABSTRACT

A system, method and computer program product are disclosed for collecting data to forecast sales in a supply chain. Utilizing a network data is received from a plurality of stores of a supply chain that relates to an amount of goods sold by the stores. Information  
10 is also collected that relates to a plurality of variables such as weather, competitor activity, a marketing calendar, cyclical sales, historical performance of products and/or elements of marketing support. The data is processed based on the information relating to the variables and a forecast of sales is generated based on the processing.